



OUR ART | OUR STORIES

An Introduction to the
**Yukon First Nation
(YFN) Arts Brand
Program**

**FOR
ARTISTS**

WELCOME

The Yukon First Nations Cultural Tourism Association (YFNCT) is pleased to introduce the YFN Arts Brand Program, made for you, the Artist.

Fritz Mueller

Nakhwanyàa'in geenjit shòh iidìlii.

GWICH'IN

Dákwäní'j yū shä`w ghànīddhän

SOUTHERN TUTCHONE

Dahgáts'enehtān yéh gutie.

KASKA

Dàye yésóots' enindhän, dàkhwäts'enè'in yū

NORTHERN TUTCHONE

Nèkhwëtr'ënoh'ay häjit shò tr'inlay.

HÄN

Yak'ê ixhwsatìní

TLINGIT

Nohts'eneh'ijj tsin'ijj choh ts'eninthän.

UPPER TANANA

Dahts'eneh'jh sùkùsen

TAGISH



YUKON FIRST NATIONS arts

WHAT is the YFN Arts Brand?

- » a brand that promotes and celebrates all forms of art made by Indigenous artists living in Yukon Territory.
- » a brand of distinction that ensures consumers are purchasing quality work made by Indigenous artists and makers.
- » OUR ART | OUR STORIES, the brand's tagline, is the voice of YFN Arts

WHY a YFN Arts Brand?

Working closely with artists and stakeholders in the First Nations culture and tourism sectors to address concerns of cultural appropriation, lack of visibility in the market and the need for support, YFNCT has been actively exploring approaches that nurture, protect and foster the growth of Indigenous made art in Yukon.

We researched, we reached out, we asked questions and we listened.

The YFN Arts Brand also supports an Artist Program, to compliment the brand and ensure artists get the support they need. As a registered artist, you will have access to professional development and marketing support both for your work, and for Yukon made Indigenous art as a whole. The program will also offer a comprehensive YFN Arts dedicated website* and database where consumers, retailers and peers can find one another and promote their work. (*ready fall 2020)

WHO is eligible?

Any Yukon First Nations artist or Indigenous artist who is a resident of Yukon, who creates art in any form, including but not limited to, visual, storytelling, performing, literary and media arts.

** Due to laws under the Privacy of Information Act, artists under the age of 18 will need to have their applications witnessed by a legal guardian.*

HOW will it work?

Through our brand marketing tools and retailer support program, the YFN Arts Brand will be visible in the marketplace, supporting artists, retailers and other businesses, in the promotion and selling of creations made by Yukon's Indigenous artists.

The YFN Arts Brand will be visible to consumers in a variety of forms to help create public awareness and brand recognition; locally, nationally and internationally. This may include YFN Arts branded art exhibits and installations, digital and print advertisements, branded workshops, partnerships, and co-operative marketing.



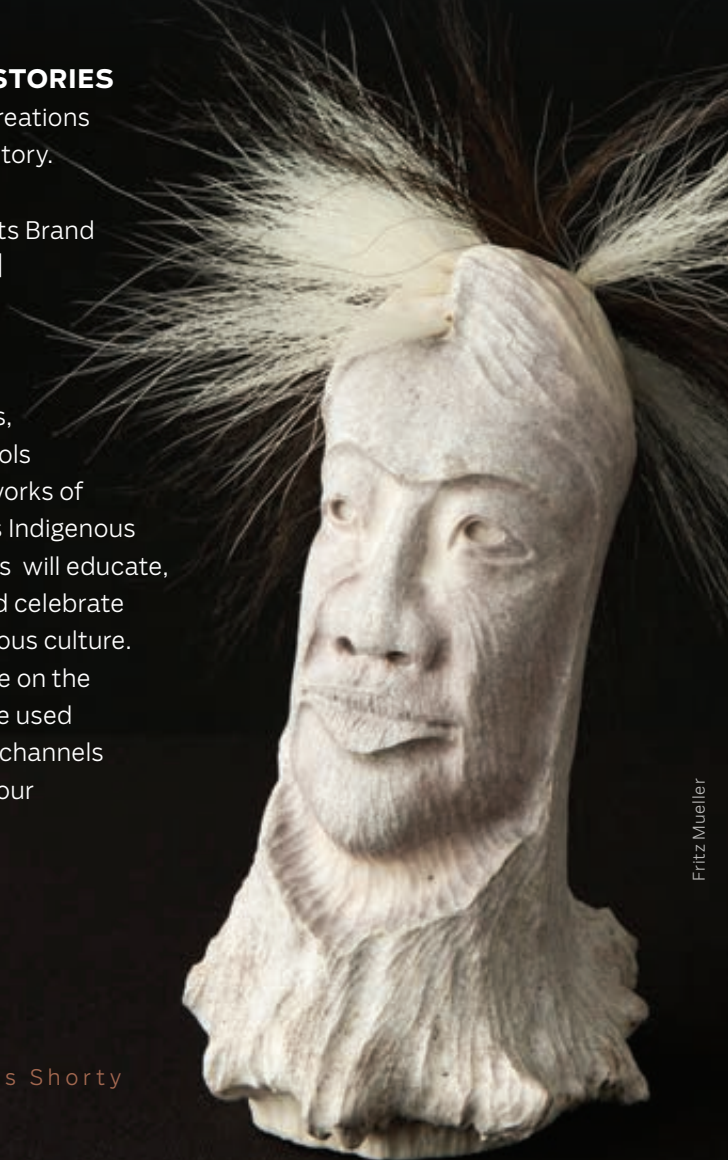
OUR ART | OUR STORIES

OUR ART | OUR STORIES

puts you and your creations
at the heart of this story.

Through the YFN Arts Brand
tagline **OUR ART |
OUR STORIES**,
we will create and
share stories of
creation, techniques,
purpose and protocols
behind the unique works of
art made by Yukon's Indigenous
artists. These stories will educate,
inform, preserve and celebrate
Yukon's rich Indigenous culture.
These stories will live on the
YFN Arts website, be used
on our social media channels
and be shared with our
tourism partners.

by Dennis Shorty



Fritz Mueller



Benefits to Artists

Over the next three years YFN Arts will further develop the Artist Program to include additional benefits to Artists.

Artists are the only authorized users of the YFN Arts Brand marketing tools. Retailers will have access to product packaging materials and in-store marketing support to help promote the brand, but they will not be eligible for the brand marketing tools. This ensures all work that is identified with the YFN Arts Brand has been made by you, the Artist.

YFN Arts Brand marketing tools available to artists will include:

- » Product information hang tags
- » Product stickers in various sizes*
- » Custom bags and gift boxes
- » Digital logo/badge to use on website, or social media channels

** in order to support and include artists and organizations who have their own brand, we have created smaller stickers and digital tools for you to incorporate into your own brand if you wish.*

None of this works without you. You will always have the space to offer feedback and ideas. We will review and implement feedback twice per year as we grow this program to serve you best.

**More artists = more growth =
more visibility for
YFN Arts in the market.**

by Clarissa Rizal

Registered artists can:

- ☐ Order and use YFN Arts Brand marketing tools on all your artwork
- ☐ Promote your art, and your own social media and web channels on the YFN Arts website/database
- ☐ Be the first to know about opportunities with YFNCT for workshops, conferences and events in and outside of Yukon
- ☐ Sign up for the latest news to keep informed of grant deadlines, calls for art, and other arts related opportunities
- ☐ Receive the YFN Arts logo badge to place on your website or social media profile, to indicate you are a registered artist and to help promote the brand
- ☐ Benefit from our retailer support program

Benefits to come:

- ☐ Have your artwork featured in the general promotion of YFN Arts to local, national and international audiences
- ☐ Professional development series, online webinars, pricing and buyer's guides
- ☐ YFN Arts Content Creation project — access to professional photography, assistance with your profile and potential feature in OUR ART | OUR STORIES
- ☐ Branded YFN Arts exhibits in public spaces
- ☐ Retail Pilot Project in partnership with select galleries outside Yukon

What does it cost?

Joining the program is free to all eligible artists in the first year. The YFN Arts Artist Program is here to support you with professional development opportunities, marketing support, creating a network and database of resources for you to advance your artistic and creative practices.



Let's do this! Just follow these steps:

- » Sign up – it's free and we're here to help make it easy
- » Complete application and artist profile
- » Once your profile is approved, you will receive a welcome email with all the details on how to order your brand marketing tools, guidelines for use, access your profile, join our facebook group, and more
- » Start using your YFN Arts Brand marketing tools!



For more information on the program and to sign up, email **programs@yfnct.ca** or call **867-667-7698 ext. 204**

Adäka Cultural Festival